Film Genre

Tone and Ideology

Alireza Kaveh

Title:

Film Genre: Tone and Ideology

by Alireza Kaveh

Language:

English

Description:

Film Genre: Tone and Ideology offers a bold rethinking of cinematic genre—not as a rigid system of narrative conventions, but as a fluid, value-laden experience shaped by tone and reception.

Alireza Kaveh likens genre to a **rainbow**: a visible phenomenon that we perceive as real, yet one that has no physical substance. Genre is not something embedded in the film itself—it is a **virtual construct**, arising from the interplay between cinematic form, cultural memory, and audience interpretation.

Blending aesthetics with philosophy and critical theory, this book proposes that genre is best understood as a system of **emotional tone** and **moral values**, filtered through audience perception. Drawing on **Reception Theory**, Kaveh emphasizes the role of the viewer in actively shaping genre categories. Films do not simply "belong" to genres—**audiences read them into genres**.

Key Themes:

- Genre as a perceptual construct (the rainbow metaphor)
- Emotional tone as the core of genre identity

- Ideologies as value frameworks encoded in film
- The viewer's role in genre formation (Reception Theory)
- Case studies from global cinema, with emphasis on Iranian film

---

Who Should Read This:

Students of film theory, directors, screenwriters, critics, and anyone interested in understanding how cinema creates meaning beyond plot or form.

About the Author:

Alireza Kaveh is an Iranian film theorist, director, and researcher specializing in genre studies, cinematic philosophy, and cultural analysis. This book marks his first major work translated into English.

Tags / Keywords (for Archive.org):

Genre Theory, Reception Theory, Film Studies, Aesthetics, Cinematic Tone, Ideology, Cultural Studies, Iranian Cinema, Alireza Kaveh, Rainbow Metaphor, Viewer Interpretation, Film Criticism

---

About the Book (Extended Version)

Film Genre: Tone and Ideology redefines the cinematic genre beyond formulas and storytelling patterns. Drawing on philosophy, aesthetics, and cultural theory, Alireza Kaveh argues that genres are not objective categories—they are **virtual constructs**, shaped by audience perception and cultural memory.

Using the metaphor of the **rainbow**, the book describes genre as something we clearly see but cannot physically grasp. It is the viewer—not the film—who generates the idea of genre, through the **emotional tones** they feel and the **ideologies** they decode.

This work introduces **tone** and **ideology** as the two fundamental elements of genre formation, proposing a model that blends **Reception Theory** with **critical film analysis**.

With global case studies—including Iranian cinema—it is both a **theoretical framework** and a **practical guide** for filmmakers, scholars, and serious students of film.

Title:
Film Genre: Tone and Ideology
by Alireza Kaveh

Language:
English

Description:
Film Genre: Tone and Ideology offers a bold rethinking of cinematic genre—not as a rigid system of narrative conventions, but as a fluid, value-laden experience shaped by tone and reception.

Alireza Kaveh likens genre to a **rainbow**: a visible phenomenon that we perceive as real, yet one that has no physical substance. Genre is not something embedded in the film itself—it is a **virtual construct**, arising from the interplay between cinematic form, cultural memory, and audience interpretation.

Blending aesthetics with philosophy and critical theory, this book proposes that genre is best understood as a system of **emotional tone** and **moral values**, filtered through audience perception. Drawing on **Reception Theory**, Kaveh emphasizes the role of the viewer in actively shaping genre categories. Films do not simply "belong" to genres—**audiences read them into genres**.

Key Themes:

- Genre as a perceptual construct (the rainbow metaphor)
- Emotional tone as the core of genre identity
- Ideologies as value frameworks encoded in film
- The viewer's role in genre formation (Reception Theory)
- Case studies from global cinema, with emphasis on Iranian film

---

Who Should Read This:

Students of film theory, directors, screenwriters, critics, and anyone interested in understanding how cinema creates meaning beyond plot or form.

About the Author:

Alireza Kaveh is an Iranian film theorist, director, and researcher specializing in genre studies, cinematic philosophy, and cultural analysis. This book marks his first major work translated into English.

Tags / Keywords (for Archive.org):

Genre Theory, Reception Theory, Film Studies, Aesthetics, Cinematic Tone, Ideology, Cultural Studies, Iranian Cinema, Alireza Kaveh, Rainbow Metaphor, Viewer Interpretation, Film Criticism

---

About the Book (Extended Version)

Film Genre: Tone and Ideology redefines the cinematic genre beyond formulas and storytelling patterns. Drawing on philosophy, aesthetics, and cultural theory, Alireza Kaveh argues that genres are not objective categories—they are **virtual constructs**, shaped by audience perception and cultural memory.

Using the metaphor of the **rainbow**, the book describes genre as something we clearly see but cannot physically grasp. It is the viewer—not the film—who generates the idea of genre, through the **emotional tones** they feel and the **ideologies** they decode.

This work introduces **tone** and **ideology** as the two fundamental elements of genre formation, proposing a model that blends **Reception Theory** with **critical film analysis**.

With global case studies—including Iranian cinema—it is both a **theoretical framework** and a **practical guide** for filmmakers, scholars, and serious students of film.

.This book will be available soon in English